

Scala Allows Estée Lauder to Put on a Good Face.



The Macy's flagship store on 34th Street in New York used four LCD screens powered by Scala's InfoChannel software to showcase products and drive traffic into the store. The store chose to show makeover sessions by Estée Lauder to the 4000 passersby each hour.

NEW YORK CITY - Macy's flagship store on 34th Street in New York wanted to showcase a specific product to drive traffic into the store, and Estée Lauder was the cosmetics product picked. What better way to accomplish this than by broadcasting in-store makeovers to the 4000 passersby each hour and allowing them to interact with the makeup artist? Scala's InfoChannel IC200 provides the platform to make this happen.

Scala's IC200, an off-the-shelf software program, allows the user to control all the peripheral equipment from the same software and touch screen. Four separate liquid crystal display (LCD) screens capture and show four steps of the makeup session, allowing the makeup artist to interact with the people on the street. When a makeup session is not in progress, the screens are not dark; Lauder plays its promotional videos on all four monitors.

When designing for the window display, the design team of ViZicast Multimedia of California and Telecine Multimedia of Montreal, Canada had a few objectives in mind. First, they wanted to make it as interesting as possible to watch a makeover session. This presented a challenge since makeup application is by no means a spectator sport. With the help of Scala software, the Estée Lauder makeover was just as fascinating to watch as a great sidewalk portrait artist at work.

Second, the designers wanted to create a photographic record of before, after and various stages of the session. These images could be used in several ways: they would be of interest to potential clients outside of the window; they would certainly be interesting to the client being made up; and they could be printed or emailed as a permanent record and as a makeup guide for the client.

Scala solution installed rapidly.

"With Scala software the whole system went from concept to completed installation in a matter of weeks," said James Fine of Telecine Multimedia. "Changes to any part of the software operation and installation can be made from anywhere. Scala is designed to receive remote software changes through any type of connection-from a phone line to a satellite dish."

The makeup artist controls the system using simple commands on a 15" touch-screen monitor. This screen allows the artist to frame each picture, grab the still photos, send them to one of the four displays, or even can even show the entire session live on all four screens. The unit is designed to be operated by non-technically savvy people and requires next to no training.



Besides being user-friendly and flexible, Scala also offers room-to-grow. "We felt that Scala offered us a platform beyond what we were asking it to do," said Dirk Hettrich of Perception AV Services, which supplied and installed the hardware on-site at Macy's. "With Scala we were able to build in future versatility for this project so we can respond to whatever the client may want to do in the future."

The proof of Scala's success is in the pudding, as they say. Sam Joseph, the window director at Macy's in New York City, has been in on the design of this window from the start. "We wanted to do something innovative with our windows," he said. "Now we have a very fresh and exciting installation in our 34th Street windows. I guess you can say it was 'mission accomplished.'"

Store owners can request more information by contacting Frank Alvy, Frank@idsmenus.com
For additional information or to contact IDS Menuus, please visit our website at <http://www.idsmenus.com>

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